



**National Association  
for Music Education**

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800-336-3768 / [www.nafme.org](http://www.nafme.org)

September 1, 2011

Dear Corporate Friend,

We are entering a new chapter in music education history – the chapter in which MENC officially assumes the name National Association for Music Education.

The original name, Music Supervisors National Conference, was assumed when founded in 1907 then later became Music Educators National Conference, with the familiar acronym “MENC.” In 1998, the MENC National Executive Board adopted the name National Association for Music Education, but we kept one foot in the past while moving uncertainly toward the future with the awkward “MENC: The National Association for Music Education.”

Well into the 21st century, we are now poised to take a leadership role among all arts organizations in shaping the education of our children and the place of music in the world of education and culture. To do this in a world moving ever more quickly, an easily-recognizable and instantly-understood brand is necessary. When working with Congress, raising funds, recruiting new teachers, or partnering with organizations, companies, and celebrities to make our case, we can’t afford to repeatedly explain that a “conference” is an association or why “MENC” doesn’t match “National Association for Music Education.”

“National Association for Music Education” says exactly what we are and what we do: an organization for music education for everyone in our nation, an association that supports music teachers and the profession of music education.

When appropriate, the Association will use the acronym “NAfME.” Why the inclusion of the lower case “f”? There are some practical reasons. A number of other national associations have the initials “N-A-M-E.” For the critical issue of our website identity, the address “name.org” is already taken, and we wanted our web address to match our acronym. Perhaps most importantly, inclusion of the “f” emphasizes our position “for” music education.

Our new logo is designed to further our brand and strengthen our identity. The wordmark “National Association for Music Education” is rendered in a bold, contemporary typeface, Dax, illustrating our movement into a new era of leading music education advocacy and advancement. The words are evenly weighted, reflecting the equal importance of both what we *are*, a national association, and what we are *for*, music education. The NAfME four-square icon (the “shield”) nods to our celebrated past and the “MENC” square logo used for nearly 30 years, but the new use of color and the more modern design unmistakably connote a new era. Musical insiders will recognize the lower case “f” in the icon as the musical “forte” symbol. This reference emphasizes, again, our position “for” music education and our loud, strong voice in support of our mission.

As a corporate member of the National Association for Music Education, you are encouraged to make your relationship clear in advertising and documentation by using the new graphic specially designed for corporate members, which includes the new NAFME logo. In addition, we ask that you remove the old MENC name and logo from any of your materials. The new NAFME logo you may use can be found on the Business Connection webpage at [www.nafme.org](http://www.nafme.org).

Please join me in celebrating the launch of our new name and identity. We are proud of our traditions and celebrate them every day. Now we must adapt to the changes demanded by a new century if we are to succeed in our mission – to advance music education by encouraging the study and making of music by all.

Enjoy,

A handwritten signature in black ink that reads "Michael A. Butera". The signature is fluid and cursive, with a large initial "M" and "B".

Michael A. Butera  
Executive Director  
National Association for Music Education (formerly MENC)